

What is claimed is:

1. A detergent particle comprising a visible light reflecting component and a particulate component which comprises one or more detergent ingredients, whereby the detergent particle exhibits a specular visible light reflection which is of higher intensity than the specular visible light reflection of the particulate component.
2. A detergent particle according to claim 1 whereby the particle has a lustre index which exceeds the lustre index of a sodium citrate dihydrate salt of which 100% of the particles has a particle size of between 355 and 600 microns and having a mean particle size 450 microns.
3. A particle according to claim 1 or 2 whereby the light reflecting component comprises a layer sheet material.
4. A particle according to any of claims 1 to 3 whereby the light reflecting component comprises mica.
5. A particle according to any preceding claim whereby the light reflecting component comprises a metal oxide.
6. A particle according to any preceding claim whereby the particulate component or components comprise one or more detergent ingredients selected from surfactants, builders crystalline organic or inorganic salts or acids, bleaching agents, enzymes, suds suppressors, softening agents or mixtures thereof.
7. A particle according to claim 6 whereby the particulate component comprises a crystalline sodium citrate or citric acid, preferably comprising a colorant.
8. A process for making a particle according to any preceding claim comprising the steps of:

- a) obtaining a particulate material which comprises the particulate component or components including a binding material;
- b) dusting the particulate material of step a) with the light reflecting component;
- c) optionally applying additional binding material onto the particle of step b).

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9. A process for making a particle according to any of claims 1 to 7 comprising the step of coating one or more particulate detergent components with a mixture comprising the light reflecting component and a binding material.

10 10. A process according to claim 8 or 9 whereby the binding material comprises a nonionic surfactant, a polyalkylene glycol, or mixtures thereof.

11. A particle obtainable by a process according to any of claims 8 to 10.

15 12. A detergent composition comprising the particle according to any of claims 1 to 7 or 11.

20 13. A granular detergent composition or tablet comprising one or more particulate detergent components and a particle consisting essentially of a visible light reflecting component, whereby the particle exhibit a specular visible light reflection which is of higher intensity than the specular visible light reflection of the particulate component or each of the particulate components.

25 14. A granular detergent composition or tablet according to claim 13 whereby the particle has a lustre index which exceeds the lustre index of sodium citrate dihydrate salt of which 100% of the particles has a particle size of between 355 and 500 microns and having a mean particle size 425 microns.

30 15. A detergent tablet or bar having a core containing one or more particulate detergent components and a surface containing a visible light reflecting component, whereby the surface exhibit a specular visible light reflection which is

of higher intensity than the specular visible light reflection of the particulate component or each of the particulate components.

16. Use of a particle according to any of claims 1 to 7 or 11 in a detergent composition.
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17. Use of a particle according to any of claims 1 to 7 or 11 as coating agent for a detergent particle, a detergent tablet or detergent bar.
- 10 17. Use of a particle according to claim 1 which consist essentially of the light reflecting component, preferably mica, in a granular detergent composition or as coating agent for a detergent granule, tablet or bar.

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